

1 of 6

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

*8	SA	7A-9A	:30	\$625.00	09/29-09/29	4	1	4	\$2,500.00
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19	ST	930A-10A	:30	\$500.00	09/30-09/30	1	1	1	\$500.00
Buyline Comment: CHRIS MATHEWS									



2  
2  
2

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	F	9P-10P	GRIMM Buyline Comment: GRIMM	:30	\$2,600.00	09/28-09/28	1	1	1	\$2,600.00	
	32	SU	4P-530P	FTBL NIGHT IN AMERICA Buyline Comment: FTBL NIGHT IN AMERICA	:30	\$2,400.00	09/30-09/30	1	1	1	\$2,400.00	
	33	SU	530P-830P	SUN NIGHT FTBL Buyline Comment: SUN NIGHT FTBL	:30	\$10,000.00	09/30-09/30	1	1	1	\$10,000.00	
	34	SU	830P-930P	NEWS Buyline Comment: NEWS	:30	\$1,800.00	09/30-09/30	2	1	2	\$3,600.00	
	35	F	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,100.00	09/28-09/28	1	1	1	\$1,100.00	
	36	M-TH	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/01-10/04	4	1	4	\$4,800.00	
	37	SA-SU	11P-1135P	NEWS Buyline Comment: NEWS 2x/DAY	:30	\$1,100.00	09/29-09/30	4	1	4	\$4,400.00	
	38	F	1135P-1235A	TONIGHT SHOW Buyline Comment: TONIGHT SHOW	:30	\$750.00	09/28-09/28	2	1	2	\$1,500.00	
	39	M-TH	1135P-1235A	TONIGHT SHOW Buyline Comment: TONIGHT SHOW	:30	\$750.00	10/01-10/04	8	1	8	\$6,000.00	
	40	F	1235A-135A	FALCON Buyline Comment: FALCON	:30	\$225.00	09/28-09/28	2	1	2	\$450.00	

Rep Order# 6838638 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 105163  
Printed: 08/06/2012 12:42 PM  
Last Received: 08/03/2012 4:16 PM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) N.R.C.C. IE  
Product NRCC IE 2012  
Estimate# 2958  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2958  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	41	M-TH	1235A-135A		:30	\$250.00	10/01-10/04	8	1	8	\$2,000.00	
	Buyline Comment: FALLON											
	42	SA	1130P-1A		:30	\$1,400.00	09/29-09/29	3	1	3	\$4,200.00	
	Buyline Comment: SNL											
	43	SU	930P-10P		:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	Buyline Comment: JEOPARDY											
	44	SU	1135P-12A		:30	\$400.00	09/30-09/30	1	1	1	\$400.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---

Report Totals: 158 / \$154,650.00

---SALES MONTHLY TOTALS---

Sep 12: 61 / \$60,250.00 Oct 12: 97 / \$94,400.00  
Sales Totals: 158 / \$154,650.00  
Station Totals: 158 / \$154,650.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$417,973	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 37%
		KTNV 15%	KTUD 0%	KVCW 1%	KVMY 3%	KVVU 22%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12  
Demos RA35+

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) N.R.C.C. IE  
Product NRCC IE 2012  
Estimate# 2958  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2958  
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-- CREDIT RISK --  
CASH IN ADVANCE